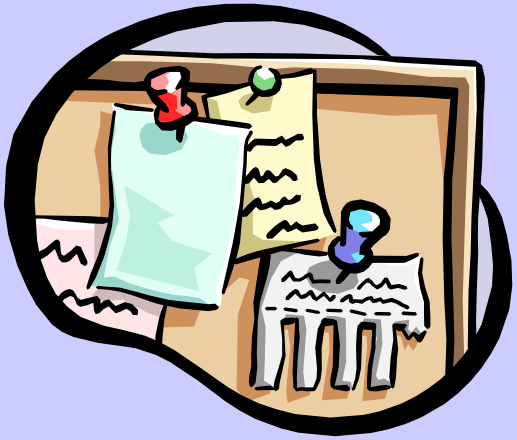
HOW TO MARKET YOUR PROGRAM TO YOUR CLIENTS



PRINT

- Flyers
- Brochures
- News Articles
- Plan of the Day/Week
- Welcome Packets

(distributed to potential clients to

ELECTRONIC

- Electronic flyers via e-mail
- Websites
- Television

PEOPLE

- Classes
- People you meet
- Your Client tells other people
- Human Resources Office
- SEAP Counselor at another location